



No Phone Zone Promotional Ideas

Below are some suggestions for how partner organizations, schools, businesses, and others can promote No Phone Zone Day. Think creatively. What are you uniquely positioned to do when it comes to raising awareness about distracted driving? Who can you reach, and how can you encourage people to put away their phones when they are behind the wheel?

Employee Outreach

- Send an e-mail to your employees letting them know that your organization is honoring No Phone Zone Day on April 30. Ask them to get involved as well by taking the No Phone Zone pledge at Oprah.com/NoPhoneZone.
- Encourage all employees to take the pledge, and promote the total number of pledges taken on your website.
- If possible, develop and circulate an employee cell phone use policy. A template policy can be found at Oprah.com/NoPhoneZone.
- Do you have hold music on your phones that can be updated easily? Turn it into a public service announcement proclaiming your commitment to No Phone Zone and urging others to take the No Phone Zone pledge.
- Develop an e-mail footer promoting No Phone Zone Day on April 30, and place it in your e-mails. Distribute the template to others, including employees, colleagues and friends.

Raising Awareness

- Tailor and submit a letter to the editor or an op-ed piece to your local paper, urging your community to put away their phones while driving on No Phone Zone Day. Template letters to the editor can be found in the No Phone Zone Day toolkit.
- Send an e-mail alert to supporters, partners and other relevant listservs, using the No Phone Zone Day e-mail alert that is included in the No Phone Zone Day toolkit.
- Send template radio readers to your local radio stations. Encourage radio hosts to let drivers know about No Phone Zone Day and to refrain from using their phones while driving. Template readers are included in the No Phone Zone Day toolkit.
- Host a watch party for *The Oprah Winfrey Show* No Phone Zone Day special. Tips for hosting a watch party are also included in the No Phone Zone Day toolkit.
- Is your state considering a ban on texting while driving or other distracted driving legislation? Organize a letter campaign to your state and local representatives, encouraging their support. A template letter to elected officials and template letter to the editor can be found in the No Phone Zone Day toolkit.
- Do you have access to signage? Print and distribute campaign-style road signs, and create and hang banners and posters. A template No Phone Zone Day flyer can be found in the No Phone Zone Day toolkit.
- Do you have a network of volunteers? Organize trips to shopping centers, high-traffic intersections, and other places to distribute No Phone Zone Day information. A template No Phone Zone Day flyer can be found in the No Phone Zone Day toolkit.
- Do you have access to a crash car? Install the crash car somewhere visible with signage explaining the dangers of distracted driving.
- Leverage the partnerships you have with people and organizations in your community to help promote No Phone Zone Day.

Website and Social Media

- Share the No Phone Zone Day widget on your website and encourage visitors to take the pledge. The widget can be found at Oprah.com/NoPhoneZone.
- Use the template Facebook and Twitter language provided in the No Phone Zone Day toolkit to build awareness for the day. Encourage staff with Twitter followings to send out their own reminders for people to put away their phones while driving.
- Include No Phone Zone Day on your upcoming events calendar.
- Make distracted driving a featured part of your home page on No Phone Zone Day.
- Share the number of employees who have signed the pledge.
- Post multi-media highlights from No Phone Zone Day (video, photos, stories, facts, etc) and encourage people to uphold their pledge.

Promoting a No Phone Zone Day Viewing Rally

- Invite members to attend a No Phone Zone Day viewing rally by watching *The Oprah Winfrey Show* on April 30 (check your local listings for airtimes).
- If appropriate, encourage your members to dress in red, black or white. Ask them to make homemade signs promoting No Phone Zone Day.
- Reach out to local media and ask them to advertise the No Phone Zone Day rally on the events calendar and – if the event is open to the public – to make announcements about the viewing rally.
- Reach out to friends, family, members and partner organizations to build crowd support and provide in-kind donations (whether food, drink, discounts to people wearing No Phone Zone Day colors, etc) to further build excitement around the event.
- Promote your viewing rally through social networks like Facebook, MySpace and Twitter.
- Post event flyers around your community.
- Host a viewing rally countdown on your website. When the event has concluded, post multi-media highlights from No Phone Zone Day (video, photos, stories, facts, etc).